

# Michigan House Tourism & Outdoor Recreation Committee

## Travel Michigan Update

October 21, 2015



# 2016 Travel Michigan Plan

- **Total Budget: \$33,000,000**
  - Advertising: \$17,613,464
  - Includes partnership dollars: \$6,000,000
  - Travel Guide: \$800,000
  - PR/Social Media: \$1,000,000
  - Social Media Training: \$125,000
  - Meetings Michigan, Sports Michigan, Circle Michigan: \$300,000
  - Brand USA: \$1,735,000
  - Representation in Germany, UK, China: \$800,000
  - GLUSA: \$125,000
  - Trade Shows/Sponsorships: \$1,307,500 (PM-400, Detroit Tigers, Fishing Event(s), US Amateur Golf Championship)

# Pure Michigan 400

Michael Finney



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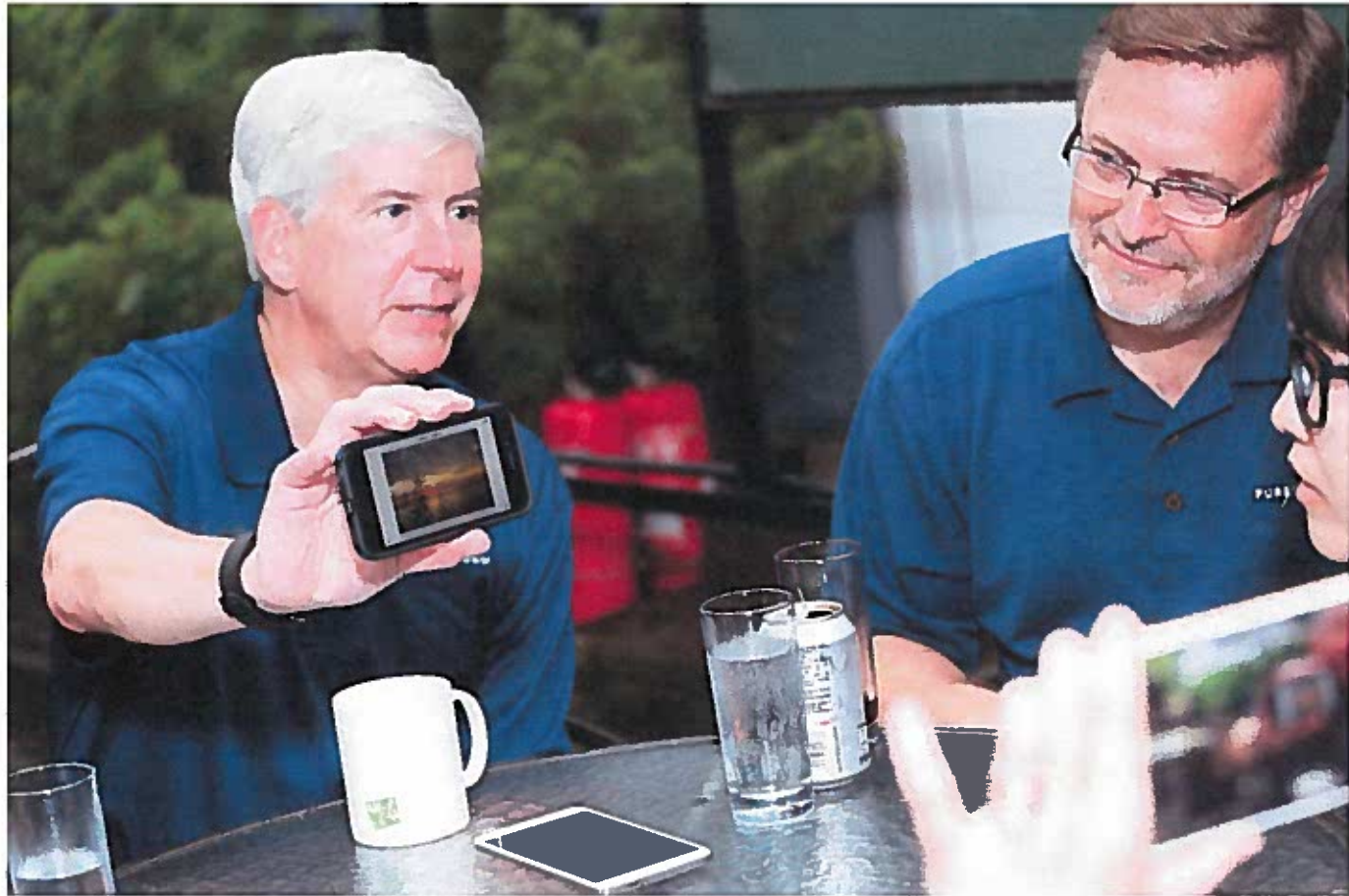


# Pure Michigan & Detroit Tigers



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# China Plans



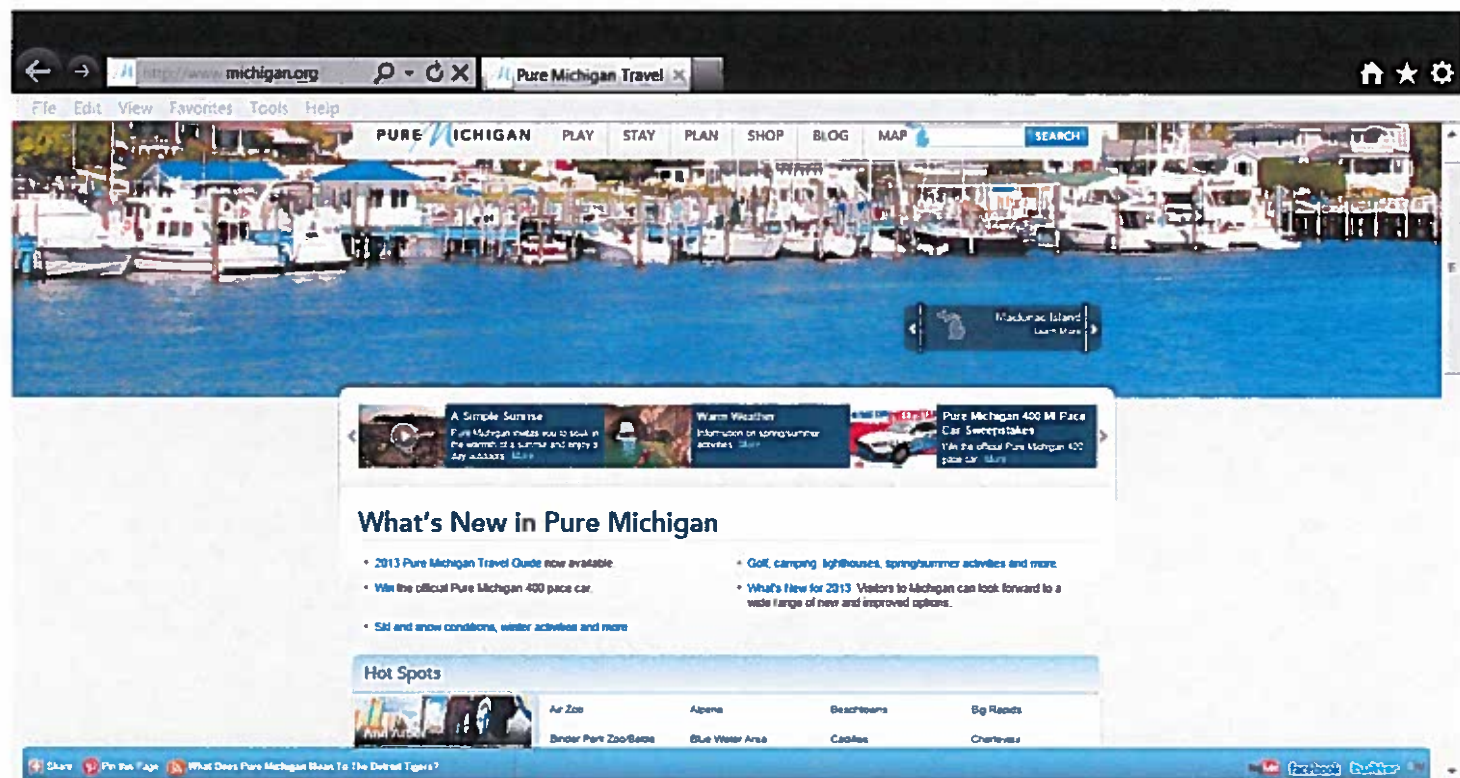
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# Project update

- Detroit Metro International Airport
  - Goal: First Impressions-International arrival area branding to celebrate arrival to the US, Michigan, Detroit
  - \$250,000 budgeted
  - Ongoing airport conversations needed
  - Partners: TSA, Detroit Metro Airport, Delta, Pure Michigan, Detroit CVB, The Henry Ford



# michigan.org



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# michigan.org

Most popular state tourism web site in U.S. in 2014, eighth year in a row

1.	michigan.org	6.84% market share
2.	Virginia	5.50%
3.	Hawaii	5.31%
4.	Florida	4.96%
5.	Oklahoma	4.88%
6.	North Carolina	4.72%
7.	Arkansas	4.56%
8.	Idaho	3.87%
9.	Colorado	3.61%
10.	Alaska	3.48%

Source: Experian Hitwise

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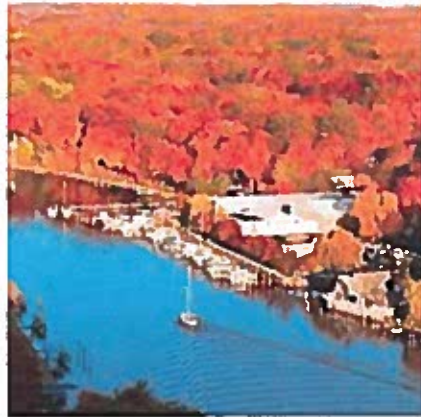


# Michigan.org/RFP

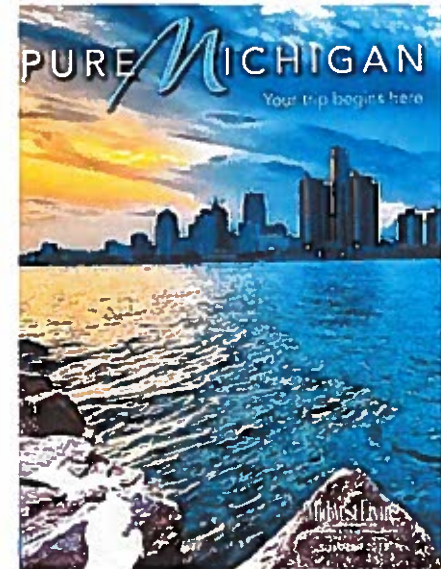
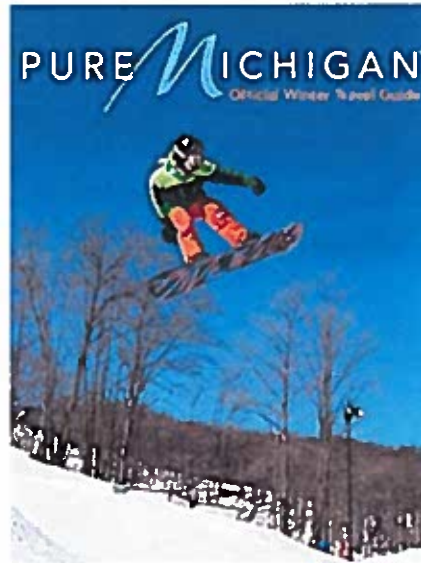
- Key Goals:
  - More intuitive design to drive click-throughs
  - Dynamic creative appeal
  - Passion platform driven approach
  - Easier content integration from DMO's
  - Multi-Season search

# Pure Michigan Seasonal Guides

PURE MICHIGAN  
Official Fall Travel Guide



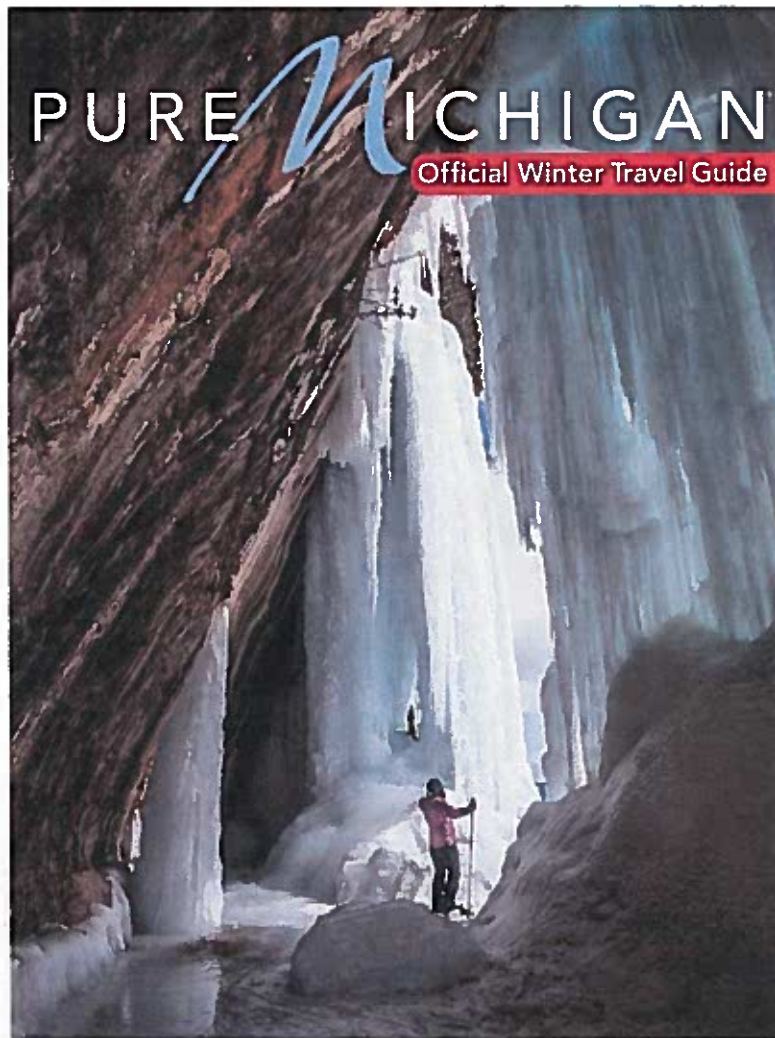
PURE MICHIGAN  
Official Winter Travel Guide



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# Winter Travel Guide



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# Native American Cultural Tourism 2016 Plan

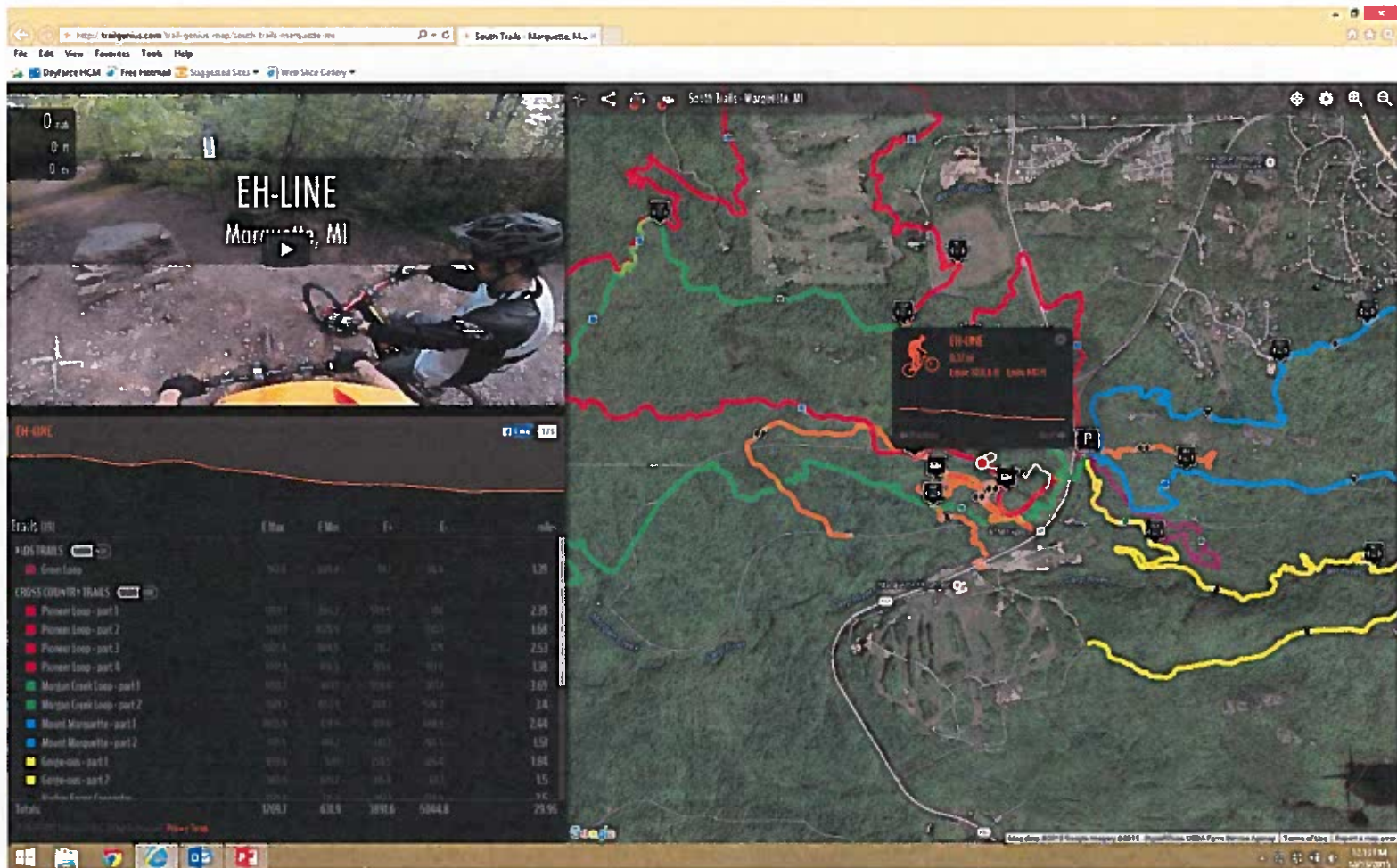
- Objective:
    - Reach travelers interested in Native American culture, including gaming
  - Target:
    - Adults 55+ who are interested in Native American culture/attractions
  - Timing:
    - June 1, 2016 (ongoing)
  - Markets:
    - Emphasis on Michigan, Great Lakes states
-



# Native American Cultural Tourism 2016 Plan

- Native American Culture feature section on [www.michigan.org](http://www.michigan.org)
  - Page to detail Native American attractions available
  - Need tribal assistance to identify assets/provide regular updates
  - This section will link to Michigan gaming opportunities

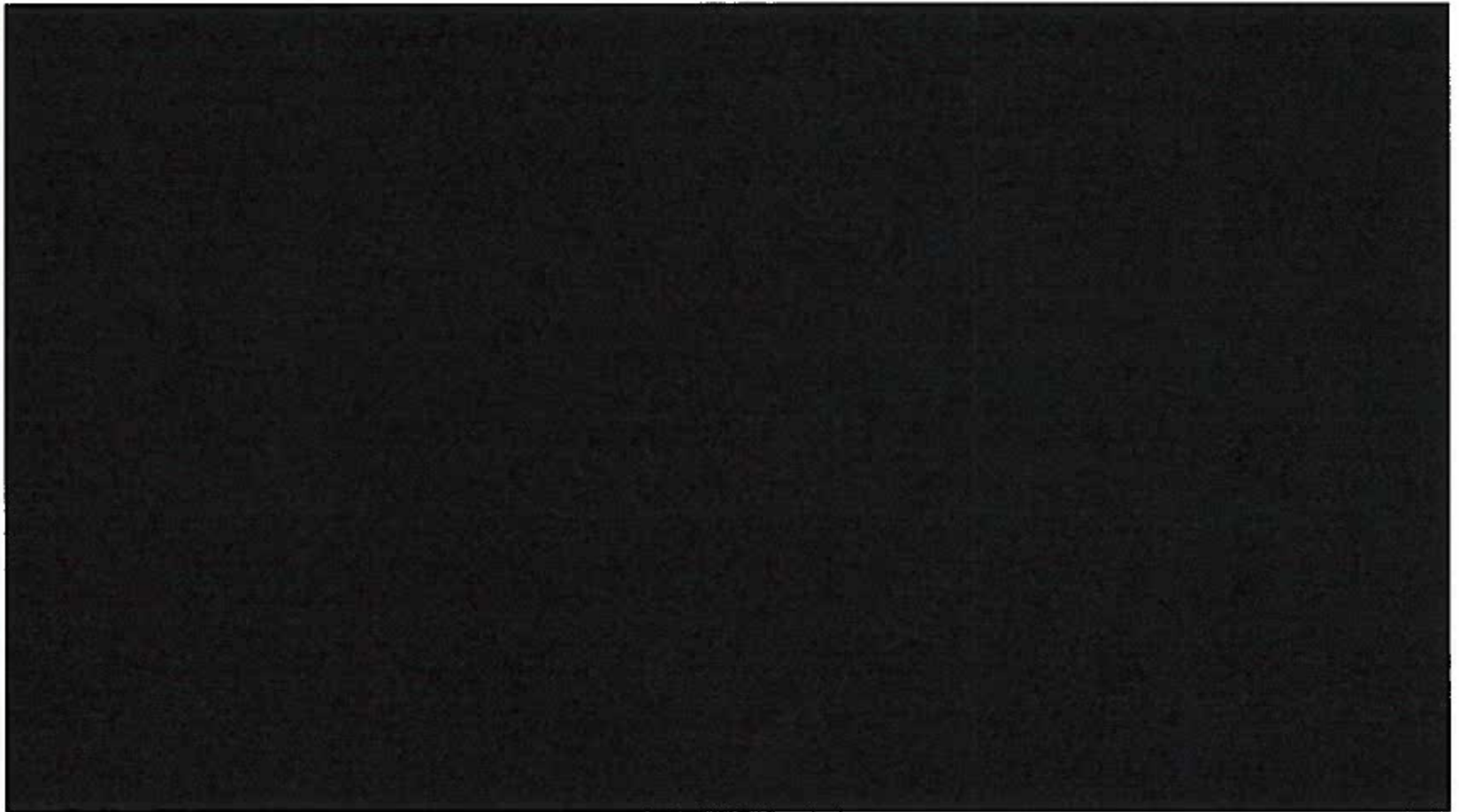
# New Concepts/Trails



# New Concepts/UP

- UP campaign
  - \$200,000 pledged to date
  - Regional campaign for warm weather season
  - Possible extension to national scope-If sufficient funding is available and partners agree

# UP Regional 2016 Ad

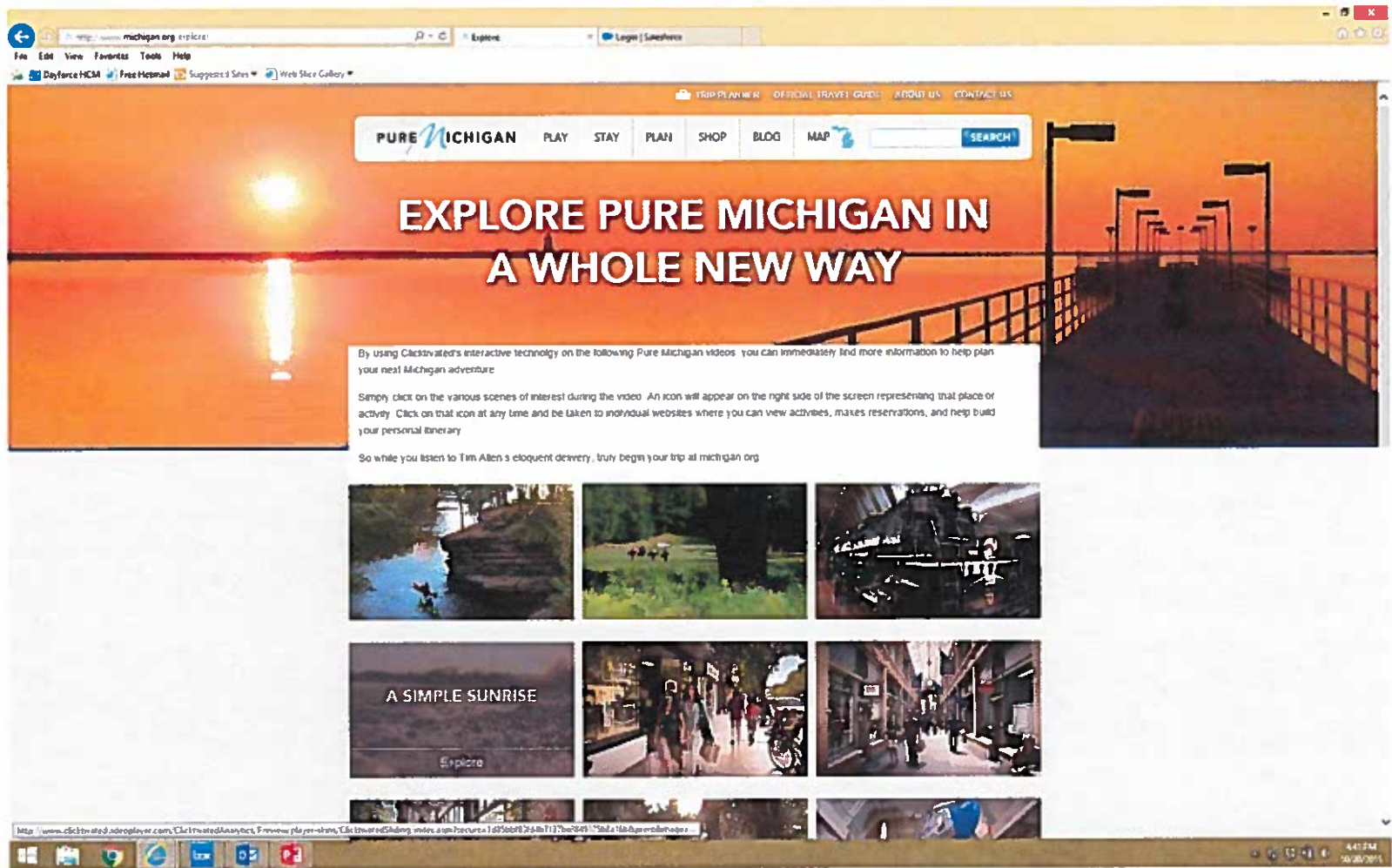




# New Concepts/Social

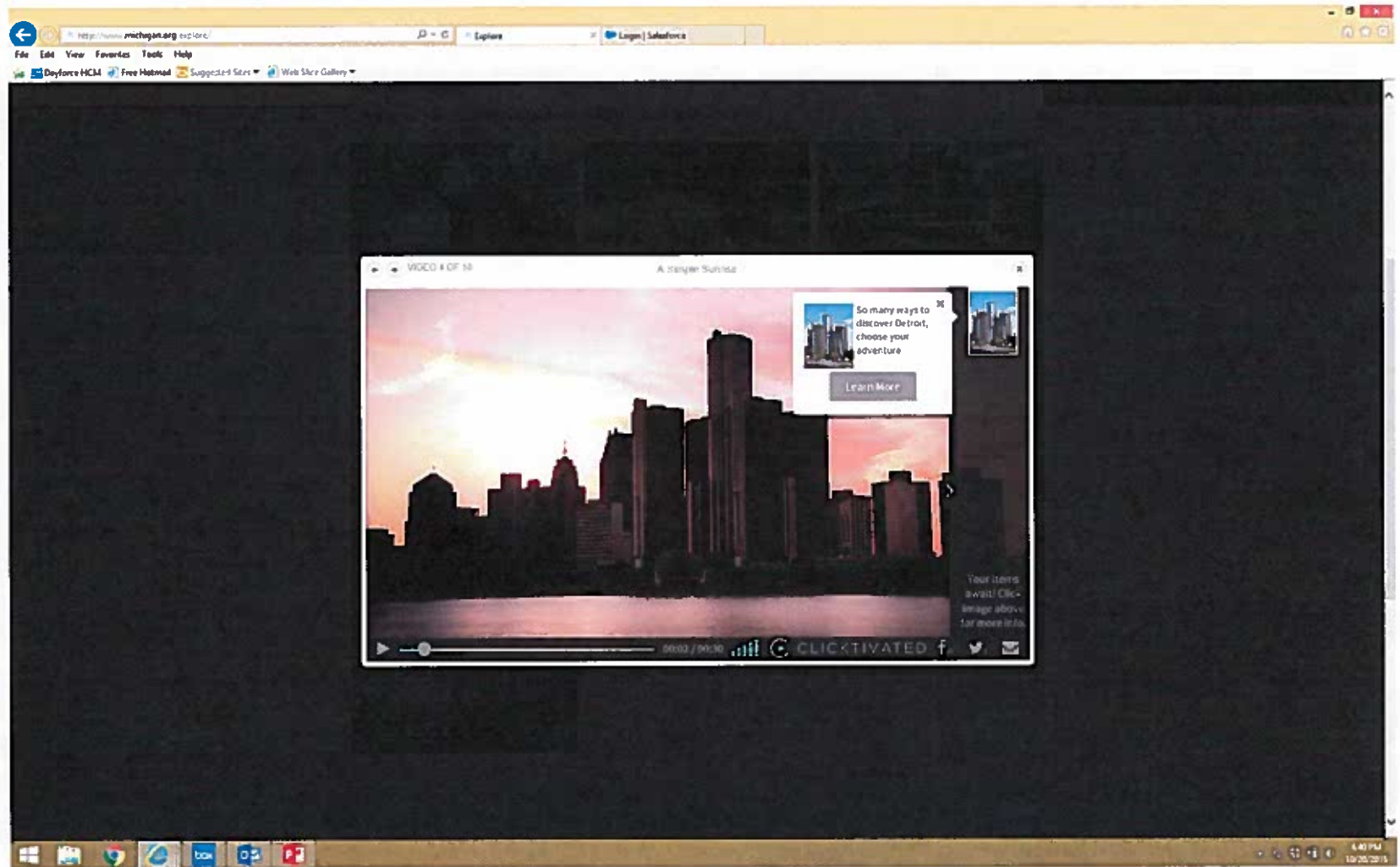
- Google Trecker
- GeoRama
- Clicktivated Video's
  - Now on [www.Michigan.org](http://www.Michigan.org)
  - Detroit-based company

# Clicktivated



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# Clicktivated



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# Brand Perception



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# Brand Perception



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# Moving Forward

- Passion Marketing Platform
- Detroit “Comeback City”
  - Proactive approach
  - In partnership with Detroit Metro CVB
  - Contemporary style

## Detroit

Open on a person painting a mural

Bikers going through city dusk

People having dinner Seldon Standard

City farm with farmer picking

Walking at night down art alley

Couple laughing and eating.

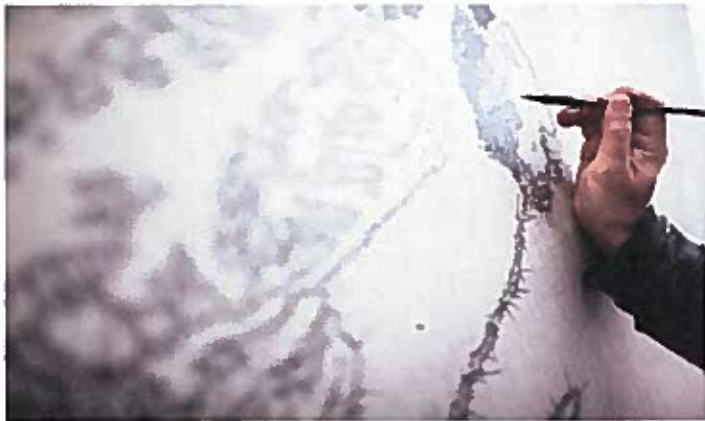
Mexican town.

Show at St. Andrews

Fireworks in sky

Roof top building with lights people dancing

Laughing kids running down stairs DIA, or City street.





## Road Trip

Start out loading up a car, tents sleeping bags etc (4 friends) 25-30 age

Driving with top down (jeep or convertible)

Back road, Mackinac Bridge, on the ferry, on a bike

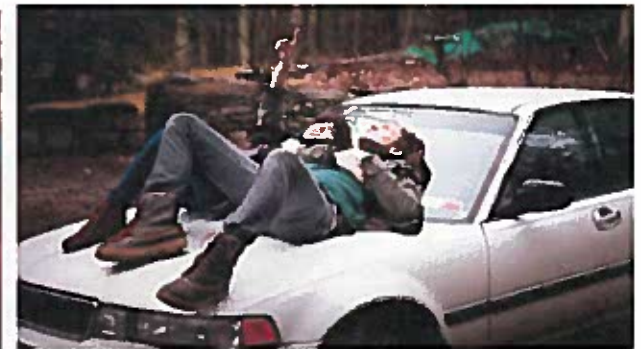
At a small road side stand, jumping off a ledge into water

At the dinosaur museum, old mission peninsula,

Setting up a tent, bon fire night

Driving back road with stars in sky night

Smiling on face as back seat people are looking up at sky smiling



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## Beer

Farmer picking barley

Big barrels of beer being brewed

Workers sampling

Farmer looking over crop

Beer on dock of lake

Beer at a brew pub

Beer being poured

Beer drinker with a foam mustache laughing



## Farm to Table

Farmer going through crop picking different ingredients

Chef making a Michigan style meal

Home chef making a dinner

Camper grilling on a fire grill

Farm stand with fresh produce

Picking cherries, corn, asparagus, (whatever is in season)

Chef delivers a plate of good food to server (seldom standard)

Homeowner setting up a table with rustic food

Camper setting up a picnic table with awesome food

End on a farmer tasting his own crop



## Moving Forward

- Take a Snow Day
  - Opportunity:
    - 429M unused vacation days
    - \$52B forfeited by employees/year
- We will encourage people to:
  - Take their vacation days
  - Extend winter weekends







# Moving Forward

- Collaboration/Strategy Meetings
  - Generate results-driven solutions to evolve the Pure Michigan brand
  - Encourage industry engagement
  - Shift to more collaborative approach to drive business results

# First Meeting Input

- **Top ideas**

- Pet Travel – Can Michigan own pet travel?
- Car Cruising – How to take advantage of our car roots and encourage car related travel.
- Craft Beer – How to capitalize on the trend of beer travel and all the growth of Michigan's craft brew industry.
- City Exchange Program – Encourage Michigan residents to travel within the state by creating “swap weekends”

# Moving Forward

- Staff/agency to consider meeting(s) input
- Develop marketing plan for 2016
  - Editorial calendar (PR, Social, Web, promotions, etc.)
  - Consider [What must do, What we want to do-with adjustments, What we can't or shouldn't do]
- Assign staff to meet needs/skill set

# Moving Forward

- Strategic
- Collaborative
- Responsible
- Proactive/Reactive
- Imaginative
- Bold



# The Vision of Pure Michigan

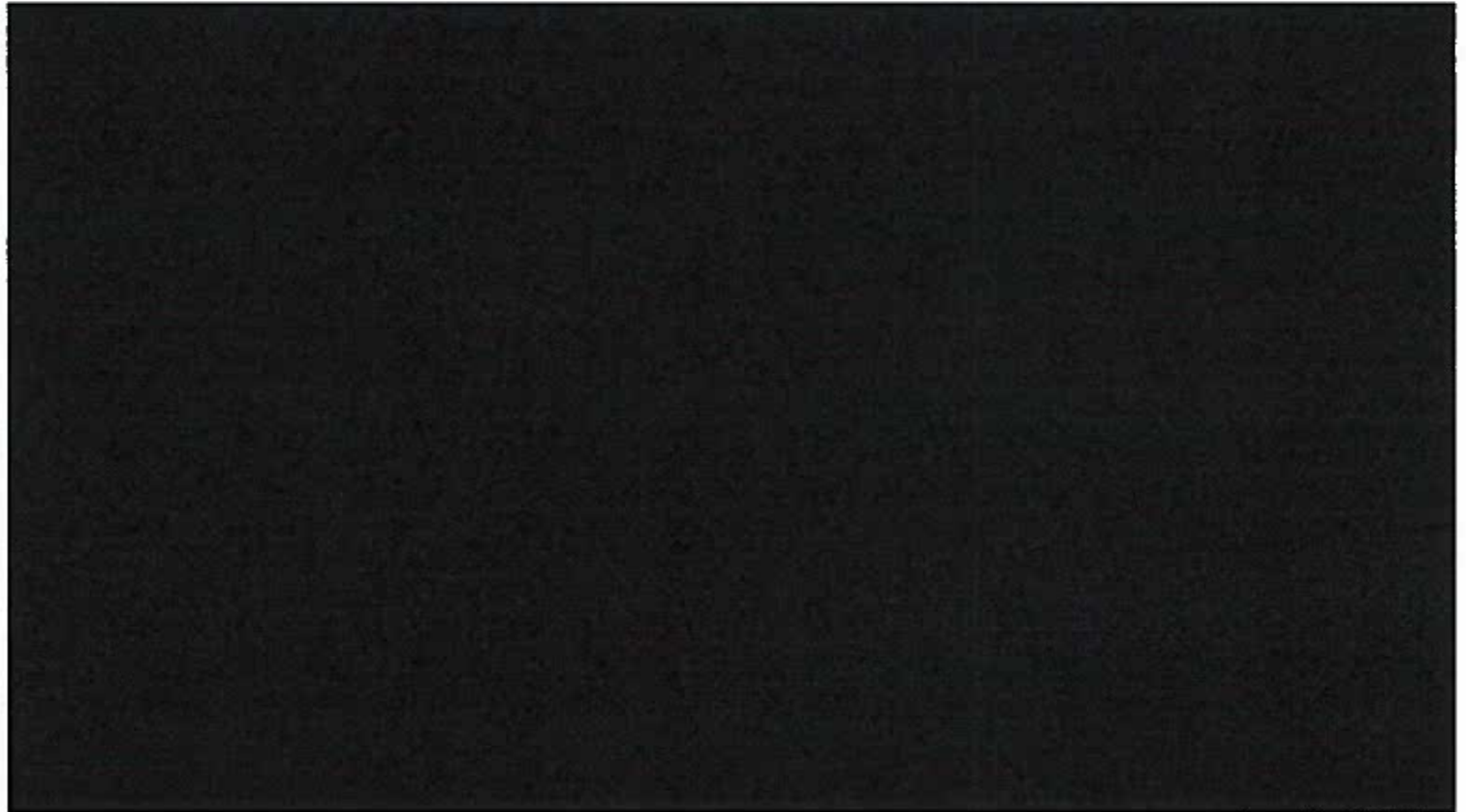
That Michigan be recognized as one of America's top vacation destinations.

Achieving this vision will mean:

- Millions of new visitors to the state
- Hundreds of millions of dollars spent at Michigan businesses
- Tens of thousands of new jobs statewide
- Dramatic increases in state tax collections

# Pure Michigan TV

## The Open Road



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